

Business Models in Ambient Assisted Living Joint Programme

Pekka Kahri
Tekes, Finland

AAL Forum, Vienna, September 30, 2009



Business model

"A business model is a framework for creating economic, social, and/or other forms of value. The term business model is thus used for a broad range of informal and formal descriptions to represent core aspects of a business, including purpose, offerings, strategies, infrastructure, organizational structures, trading practices, and operational processes and policies."

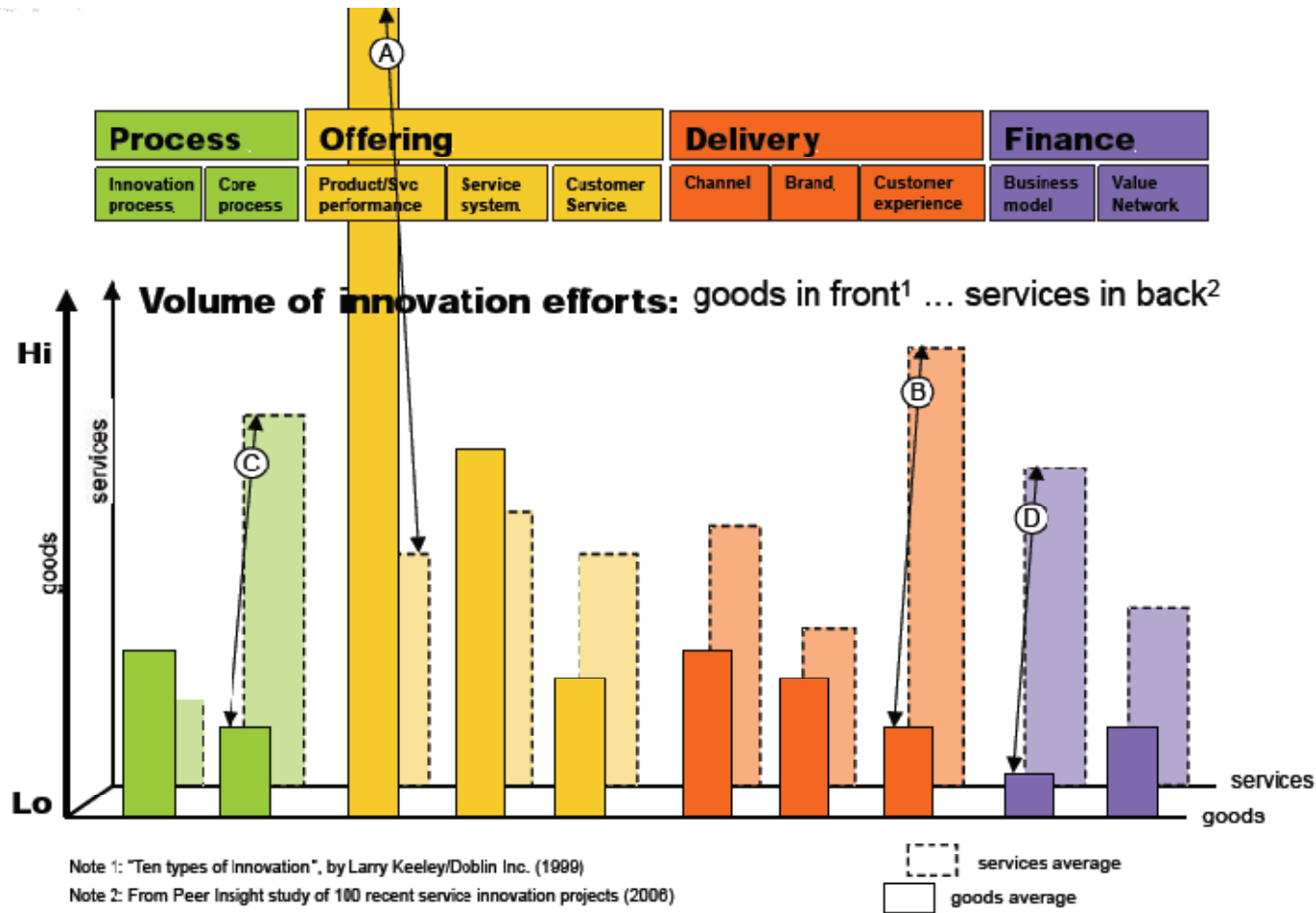
Wikipedia



Why business models in AAL Joint Programme?

- Objective to foster the emergence of new products, solutions and service concepts to the market within about 2 to 3 years after the project end.
- Objective to create a favourable environment for participation by small and medium-sized enterprises (SMEs)
- Objective to improve conditions for industrial exploitation

Competitive advantage from the "white space"



Source: "Seizing the White Space: Innovative Service Concepts in the United States", Tekes, Technology Review 205/2007

The basics of identifying and improving business models



1. describe it

How?



2. discuss it

Common language?



3. improve it

Tools?



4. implement it

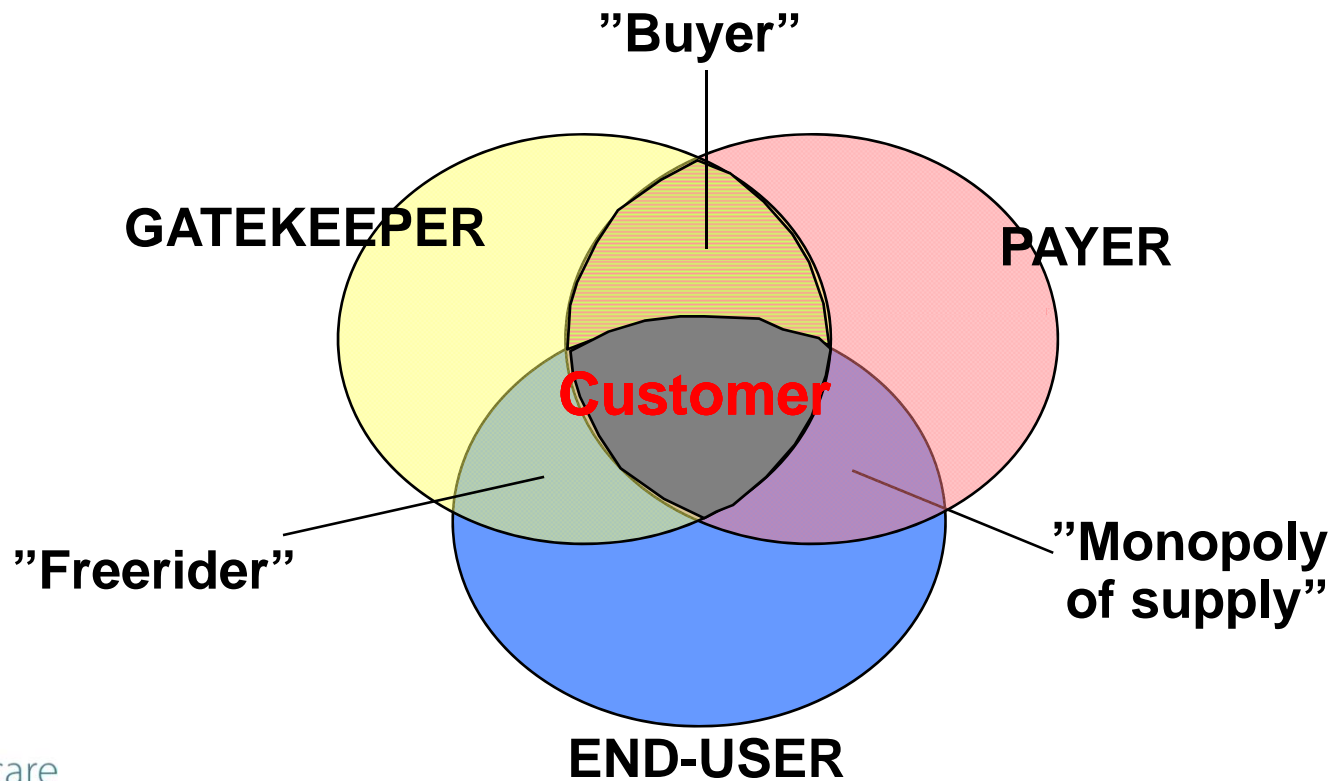
Results?



arvetica

Alexander Osterwalder, PhD
alex@arvetica.com

Who is the customer?





Successful business models

- Pre-conditions for successful business models:
 - Design business models and business cases together
 - Define your service and your market (focus on payers AND users)
 - Identify those who may inhibit your providing the new service: their business case is part of your business case



“The business model for research and development and pilots aims at subsidies and ‘medical evidence’. The business model for exploitation is completely different and aims at ‘economic evidence’.

A. Dobrev – Empirica / Financing eHealth



Evaluation criteria

- In AAL Joint Programme, business model development is assessed by evaluating and reviewing
 - the customer segment to be addressed (MARKET)
 - the selected conceptualization model (APPROACH)
 - the consortium composition involved in the proposal (ACTORS)